

# 2010 Sturgis Motorcycle Rally Report

## Monday, September 20, 2010

6:30 PM



Dave Boone, City Manager



### STURGIS CITY COUNCIL

Mayor, Maury LaRue

President, Clint Brengle (Ward 3)

Vice President, Joe DesJarlais (Ward 1)

Ward 1 – Kelly Vasknetz

Ward 2 - Mark Carstensen

Ward 2 - David Hersrud

Ward 3 - Jamie McVay

Ward 4 – Bernadette Usera

Ward 4 – Tim Potts

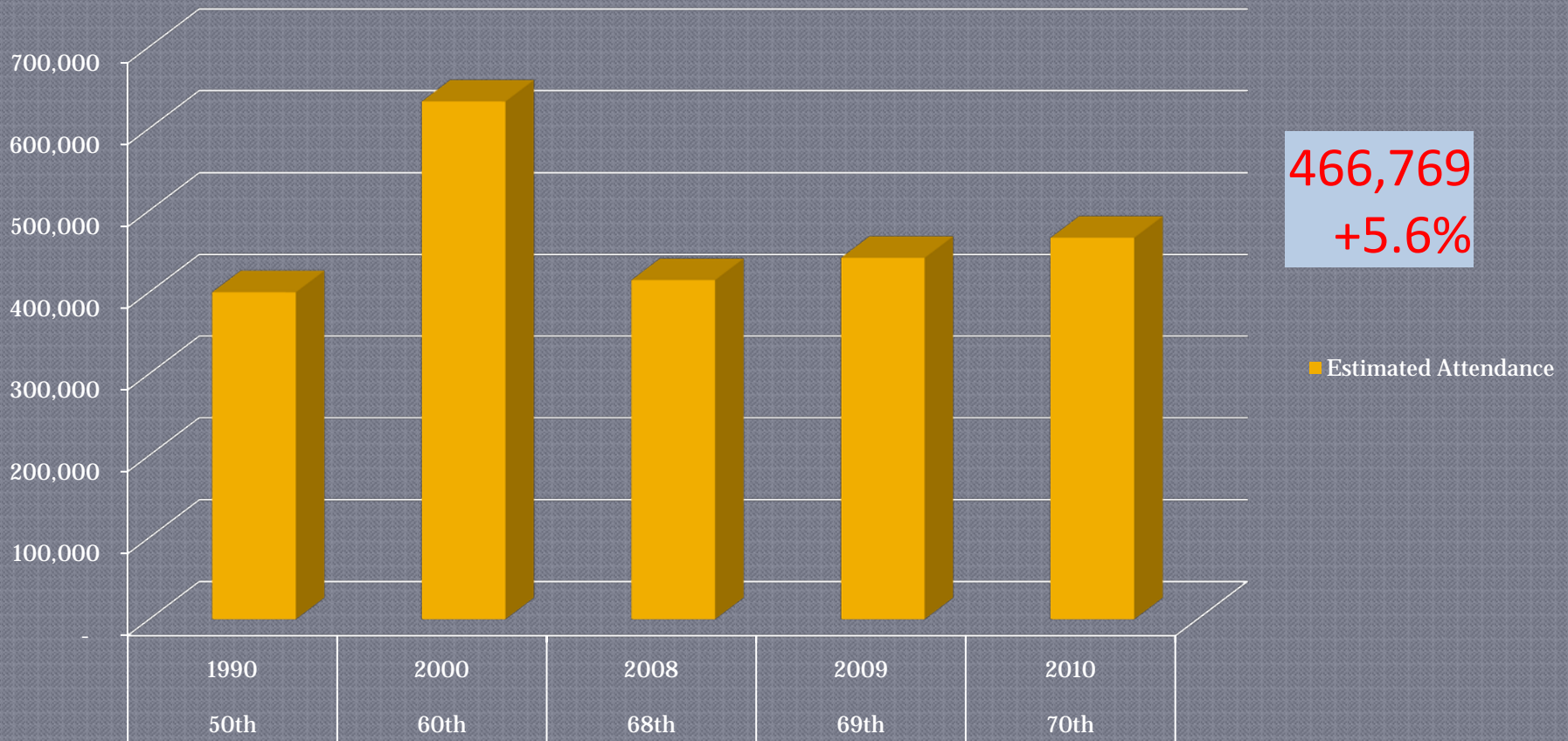
# Estimated Attendance



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MOTORCYCLE RALLY



## Estimated Attendance



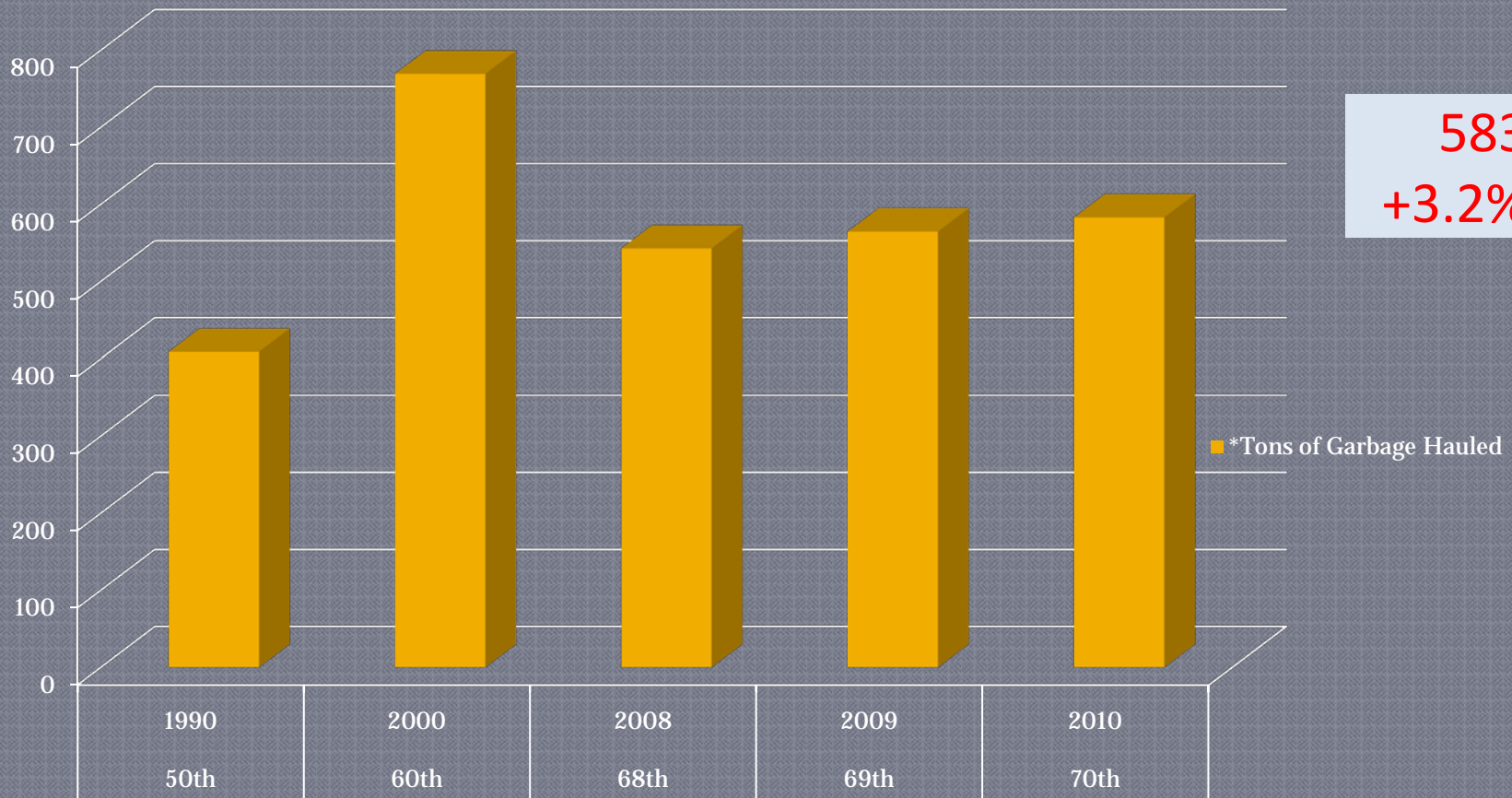
# Garbage Removal



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## \*Tons of Garbage Hauled



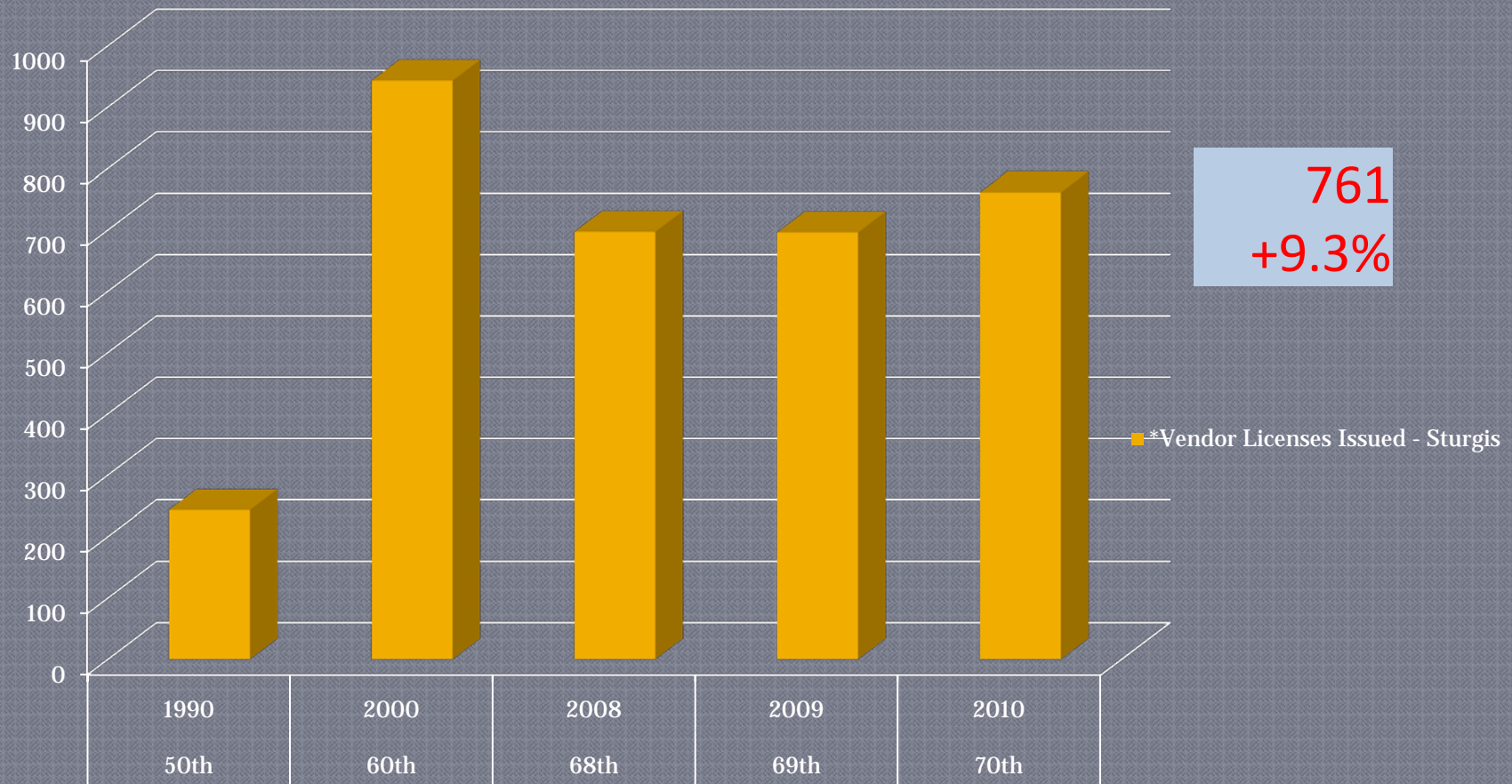
# City Vendor Licenses Sold



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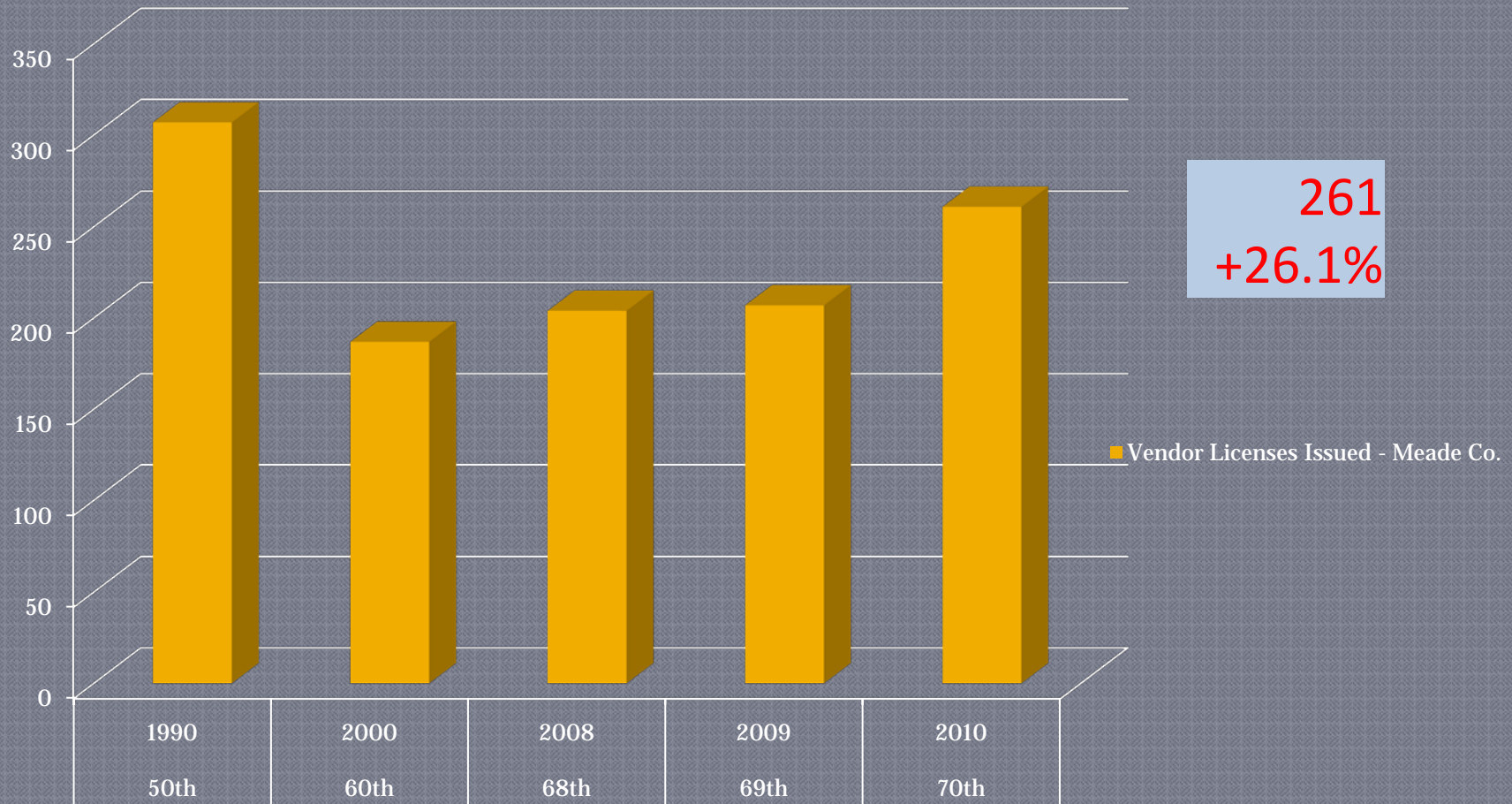
## \*Vendor Licenses Issued - Sturgis



# Meade County Vendor Licenses Sold



## Vendor Licenses Issued - Meade Co.



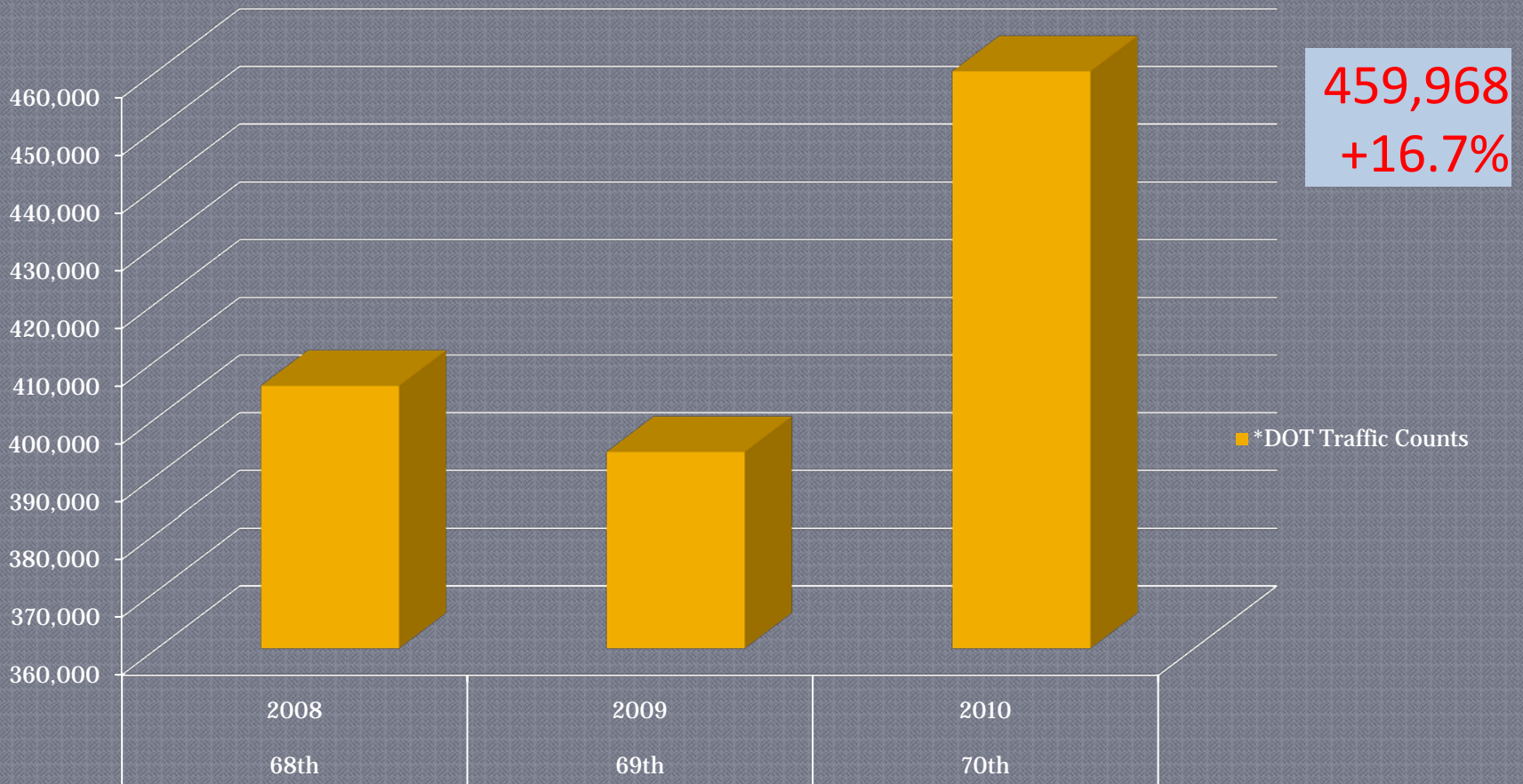
# DOT Traffic Counts for Official Rally Week



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## \*DOT Traffic Counts



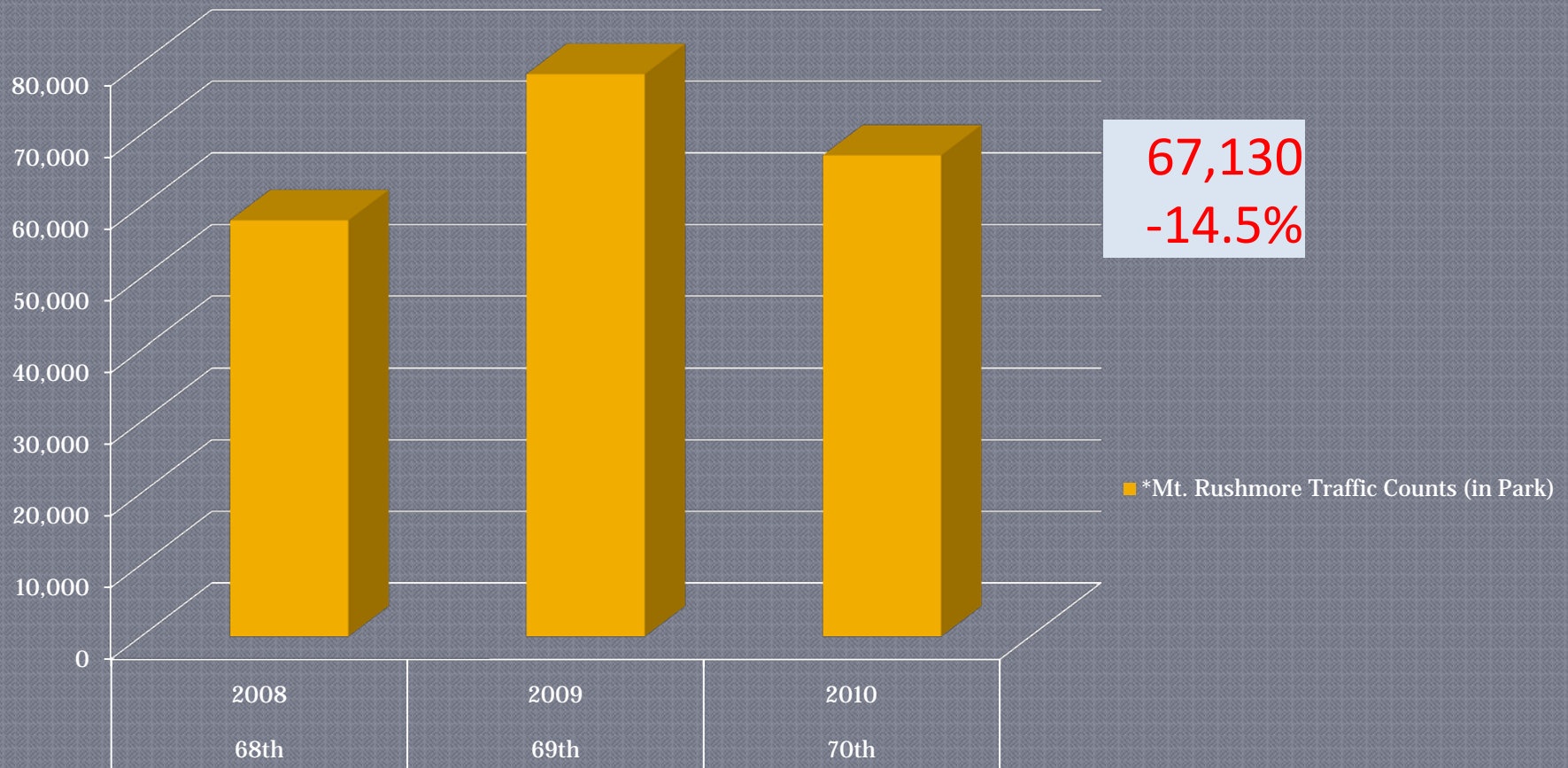
# Mount Rushmore Counts



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## \*Mt. Rushmore Traffic Counts (in Park)



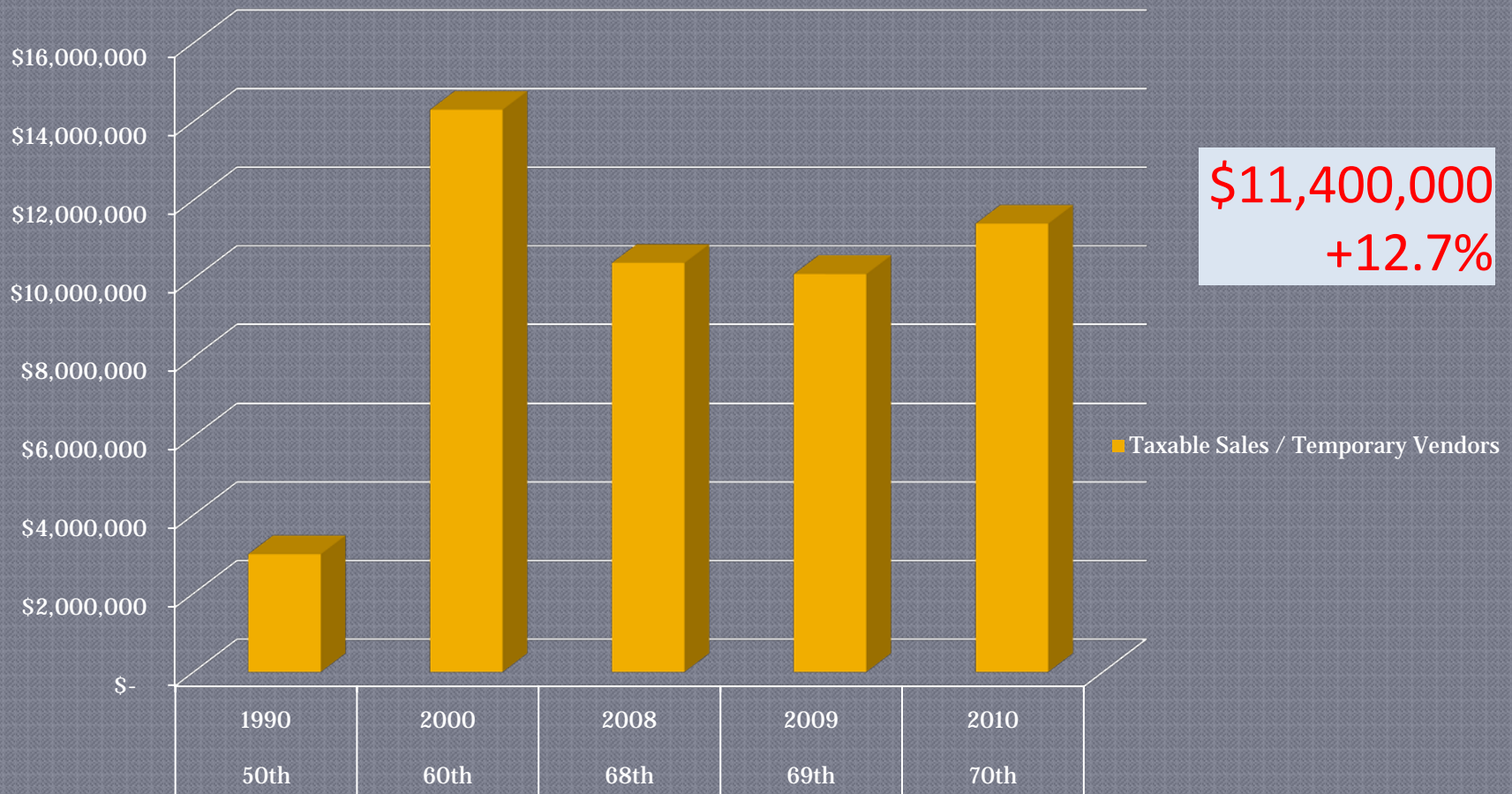
# Temporary Vendor Sales



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## Taxable Sales / Temporary Vendors

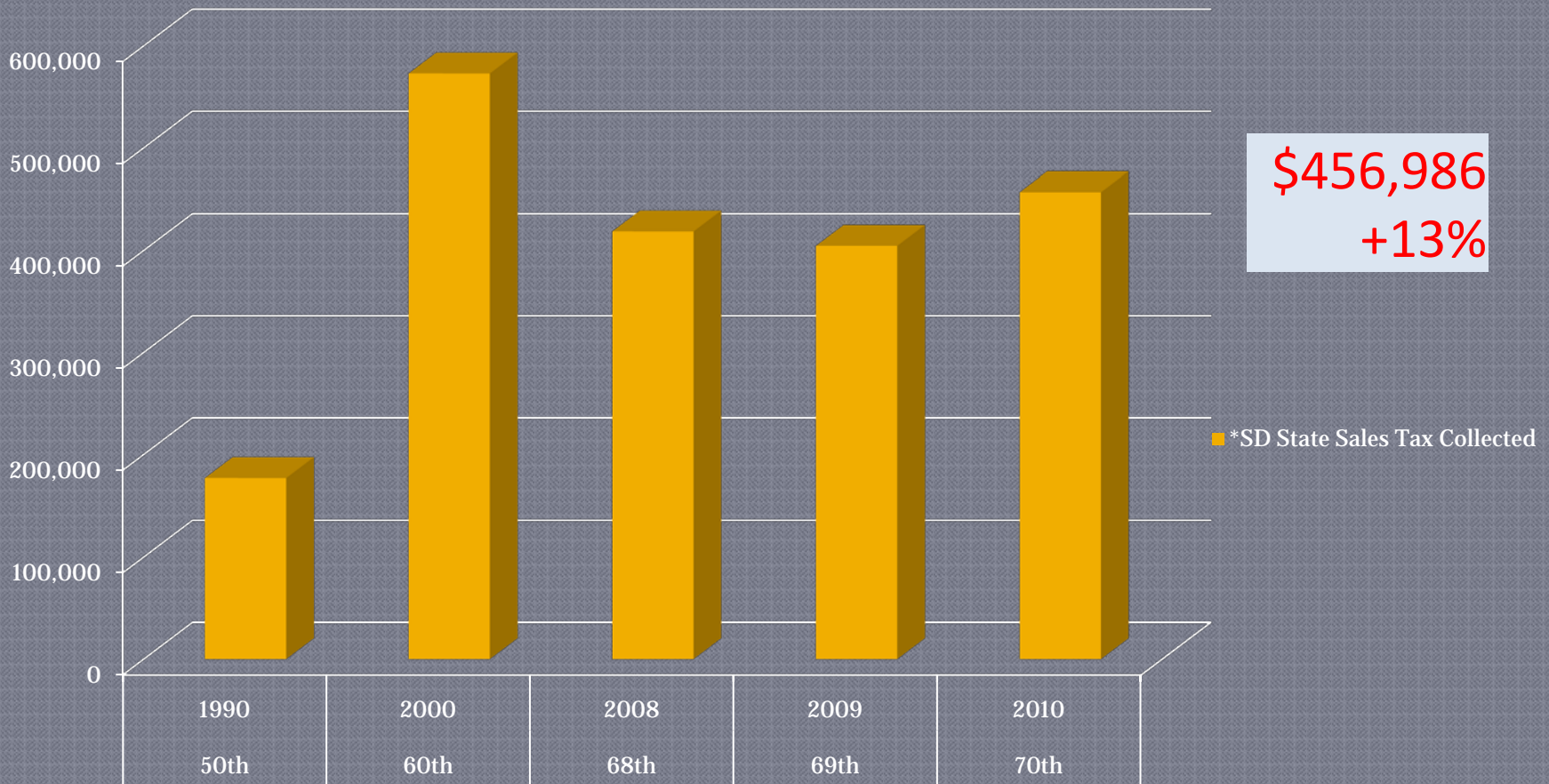




# State Sales Tax Yield (Temporary Vendors)



## \*SD State Sales Tax Collected

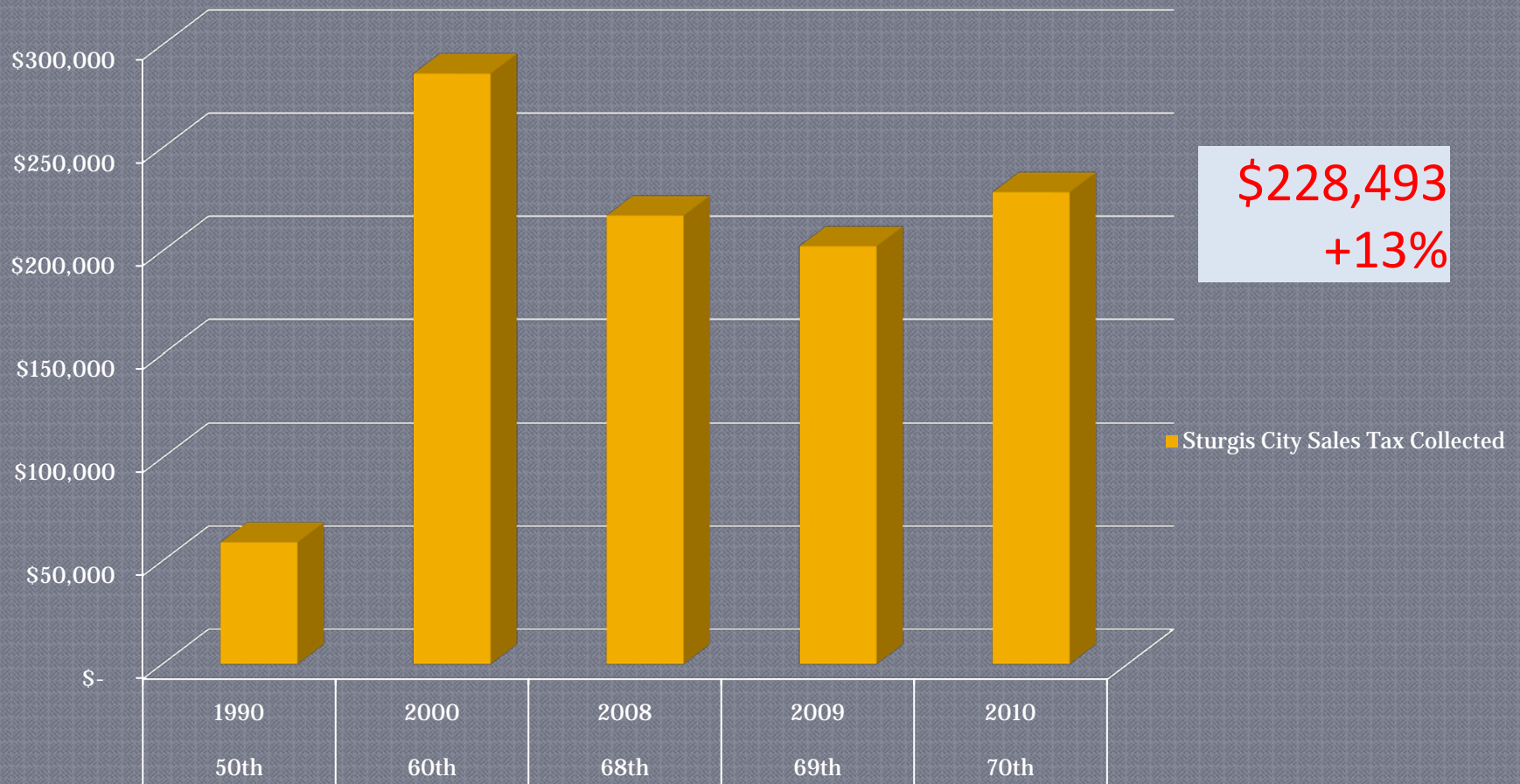


# City Sales Tax Yield (Temporary Vendors)



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Sturgis City Sales Tax Collected



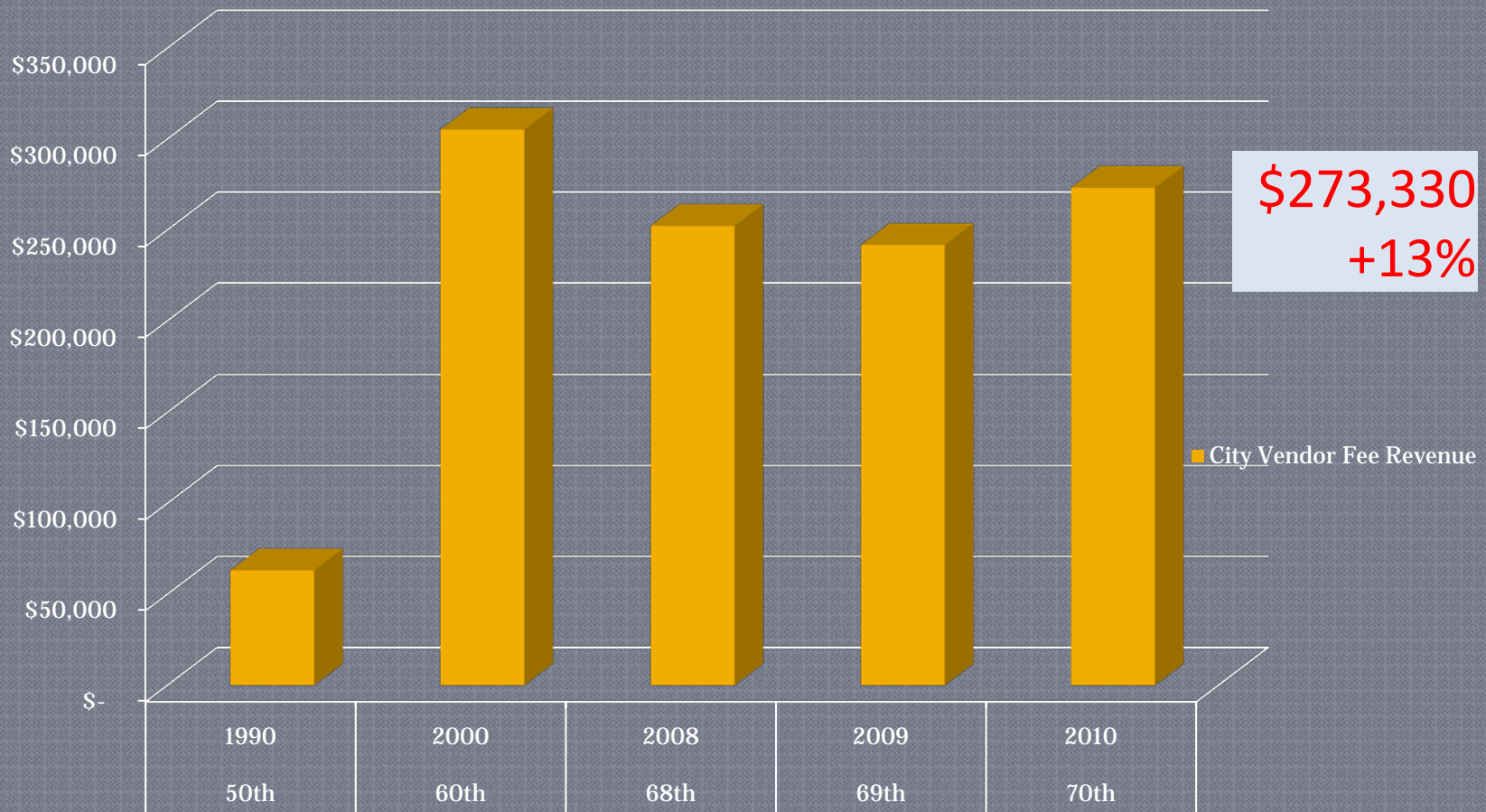
# City Vendor Fee Revenue



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## City Vendor Fee Revenue



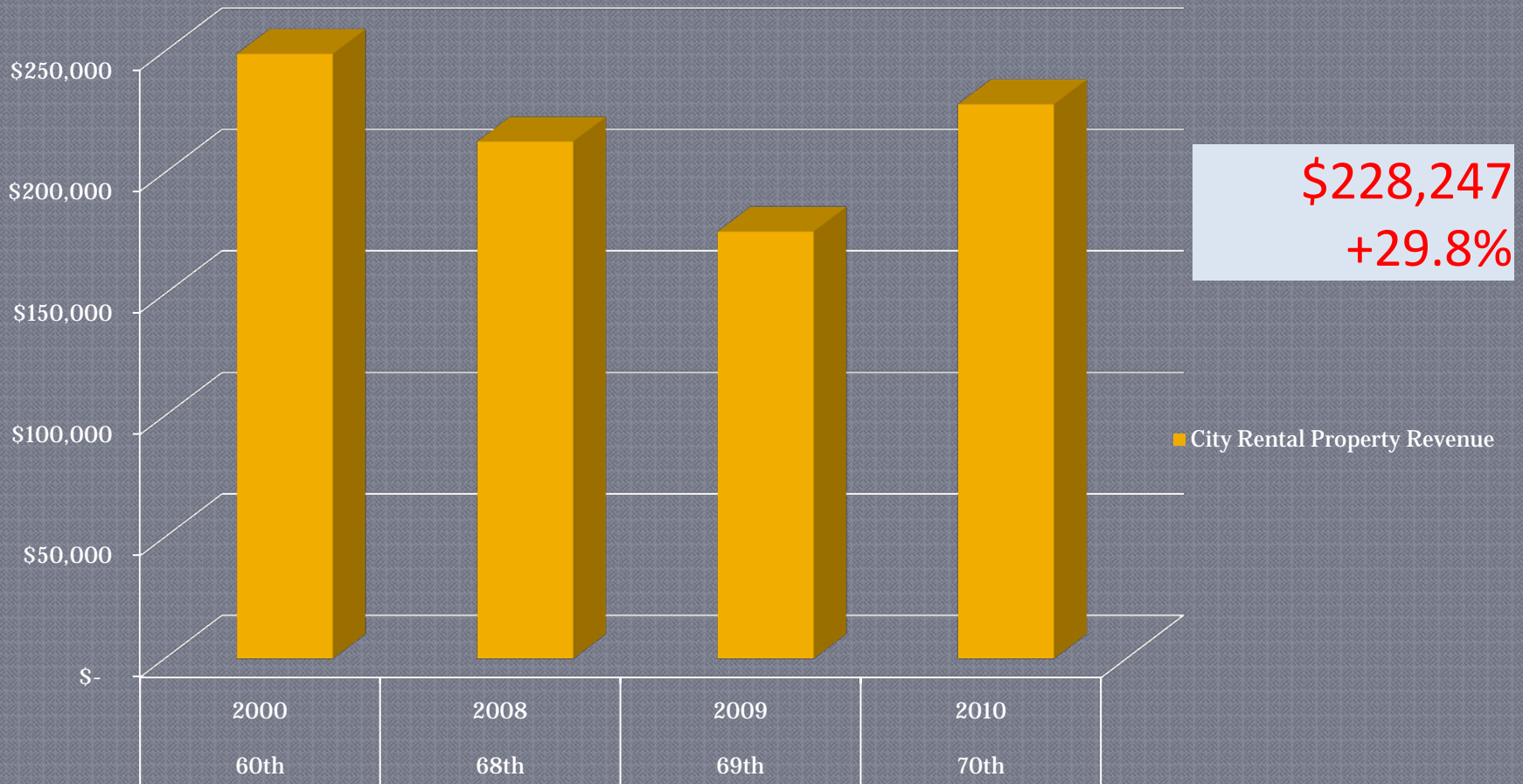
# City Rental Property Revenue



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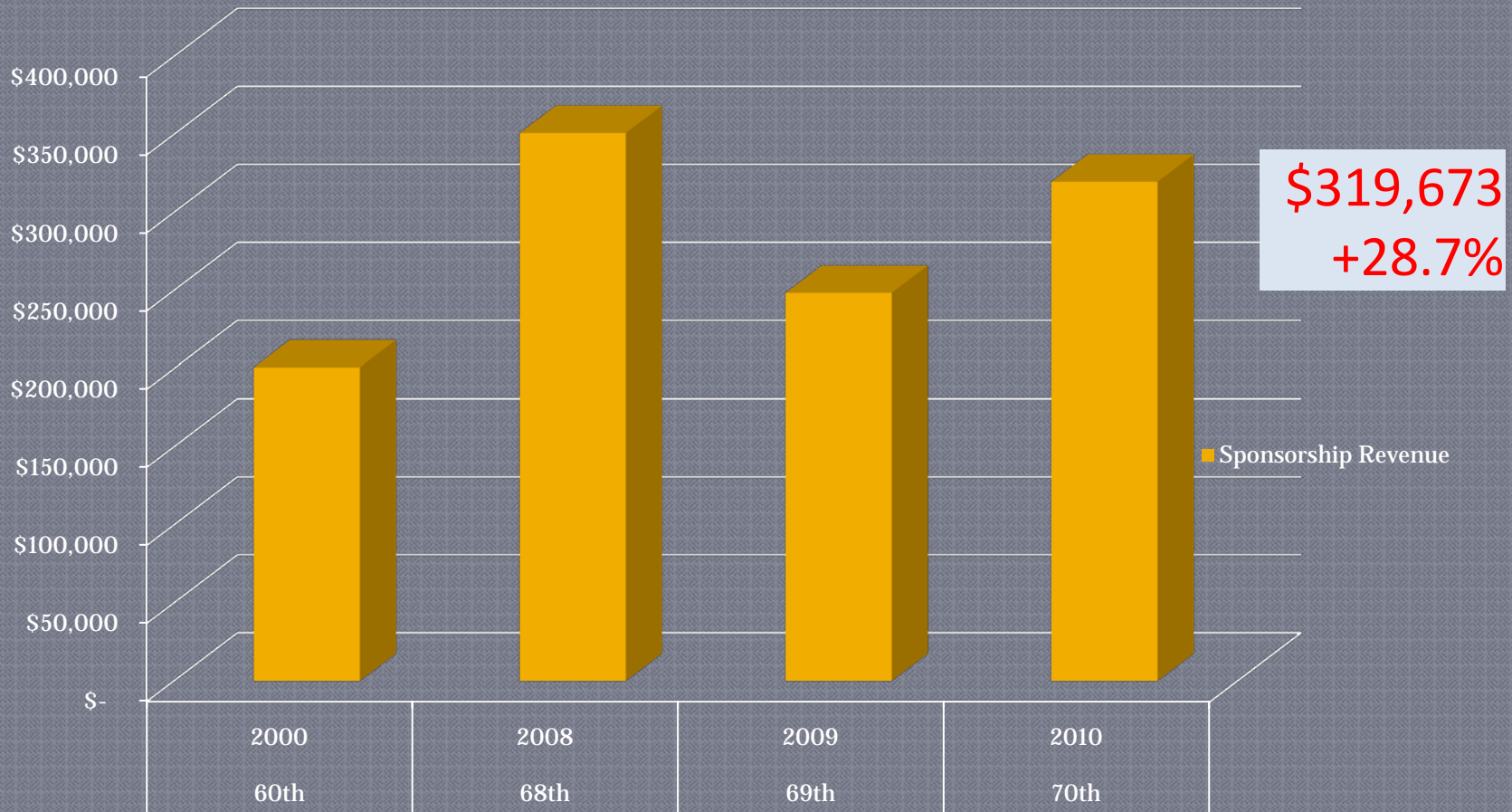
## City Rental Property Revenue



# City Sponsorship Sales



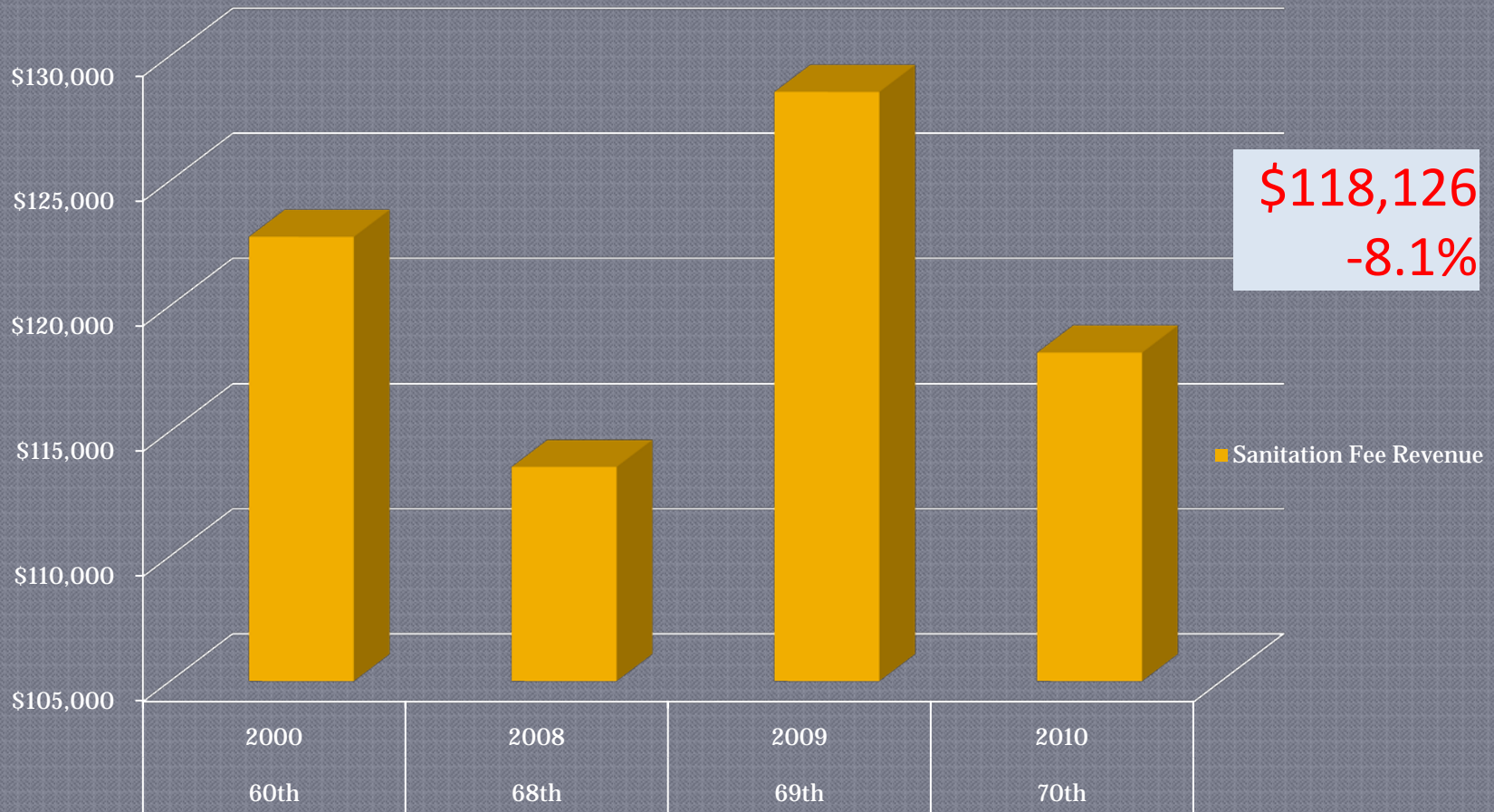
## Sponsorship Revenue



# City Special Sanitation Fee



## Sanitation Fee Revenue



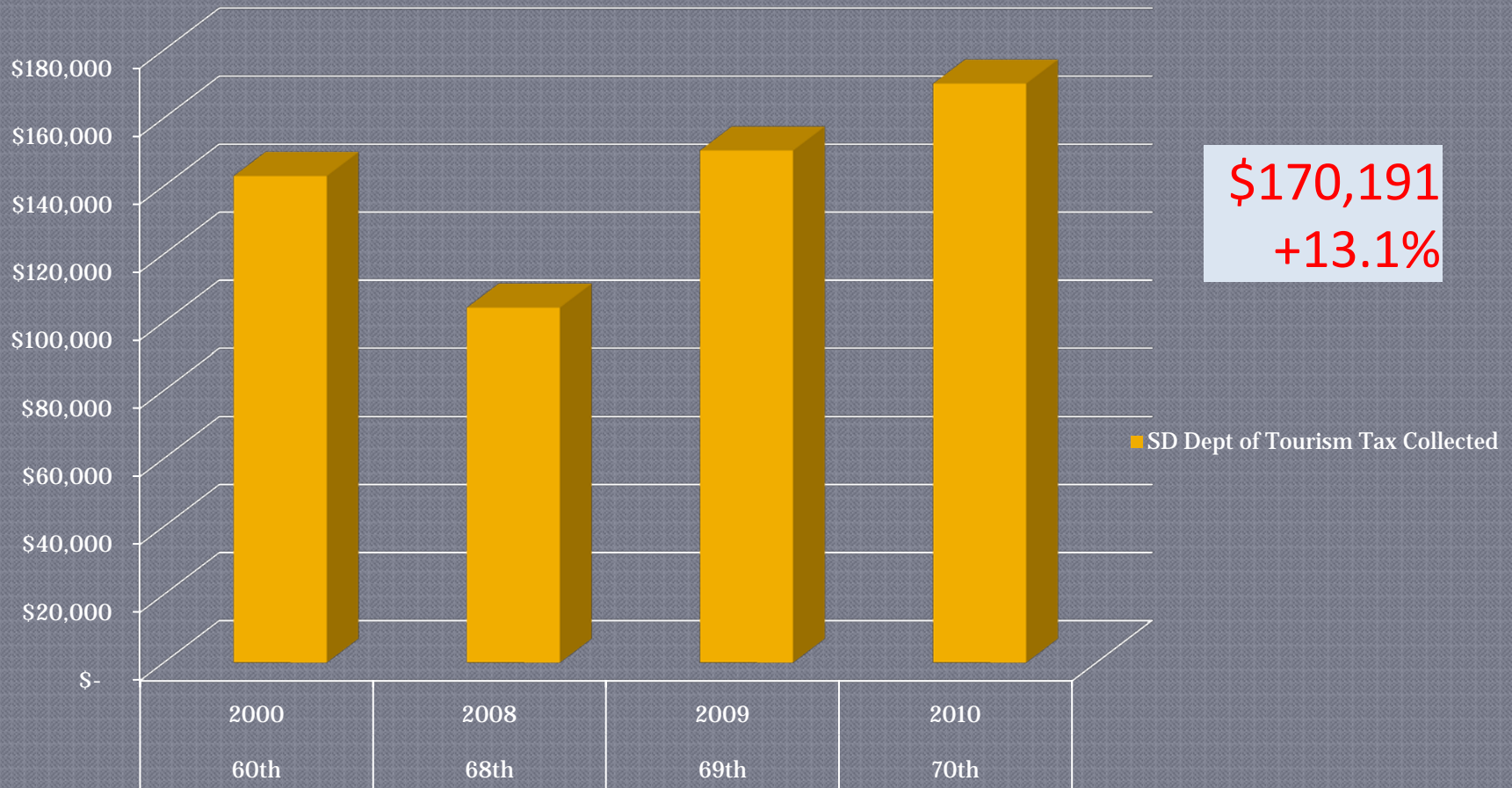
# State Tourism Tax



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## SD Dept of Tourism Tax Collected



# Attendance Formula



## Estimated Attendance Calculation

Step #1	2009 quantity	2010 quantity	Yearly Difference	% Variance
Tons of Garbage	564.83	583.16	18.33	3.25
Vendor licenses issued	696	761	65	9.34
SD sales tax	404,591	456,986	52,395	12.95
M/C count @ Mt. Rushmore	78,469	67,130	-11,339	-14.45
DOT Traffic Count	394,009	459,968	65,959	16.74
			TOTAL	27.82
			AVG % Variance	5.56

Step #2	2009 quantity	Difference*	2010 quantity
Estimated Attendance	442,163	24,606	466,769





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# 2010 SMR Survey



WHO ARE THESE PEOPLE?

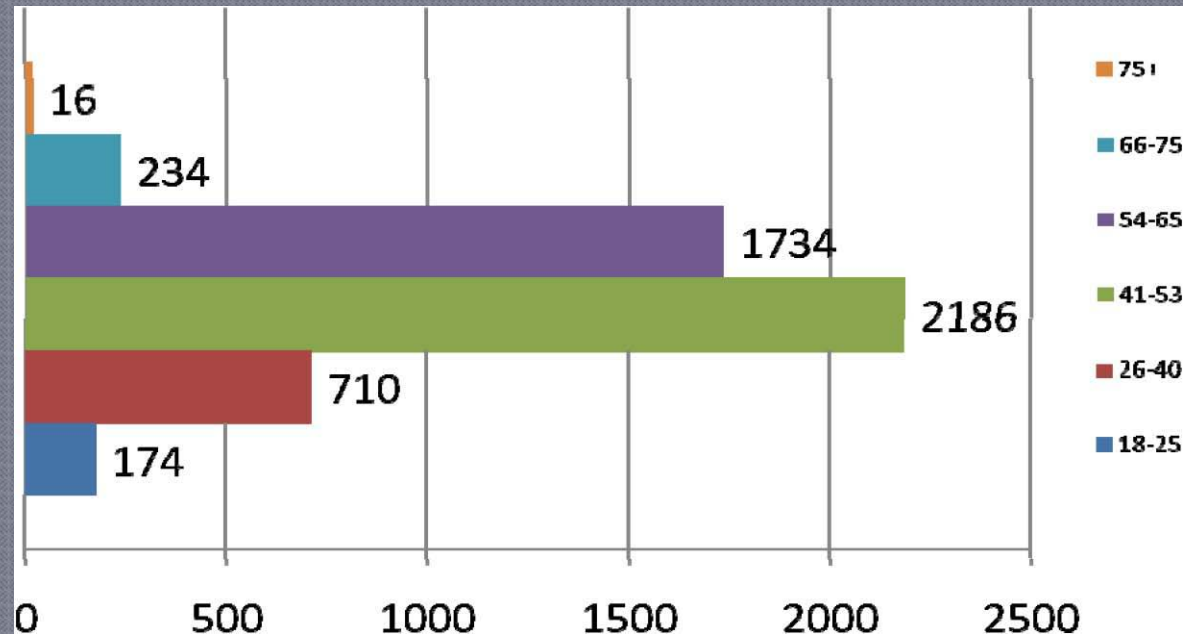
WHY ARE THEY HERE?

WHERE DO THEY COME  
FROM?

WHAT DO THEY WANT?

**5,694 USERS RESPONDED  
(STATISTICALLY VALID  
SURVEY)**

# SMR Survey – How Old Are They?



- 69% are Age 41 to 65
- 38% are Age 41 to 53

# SMR Survey – Repeat Business

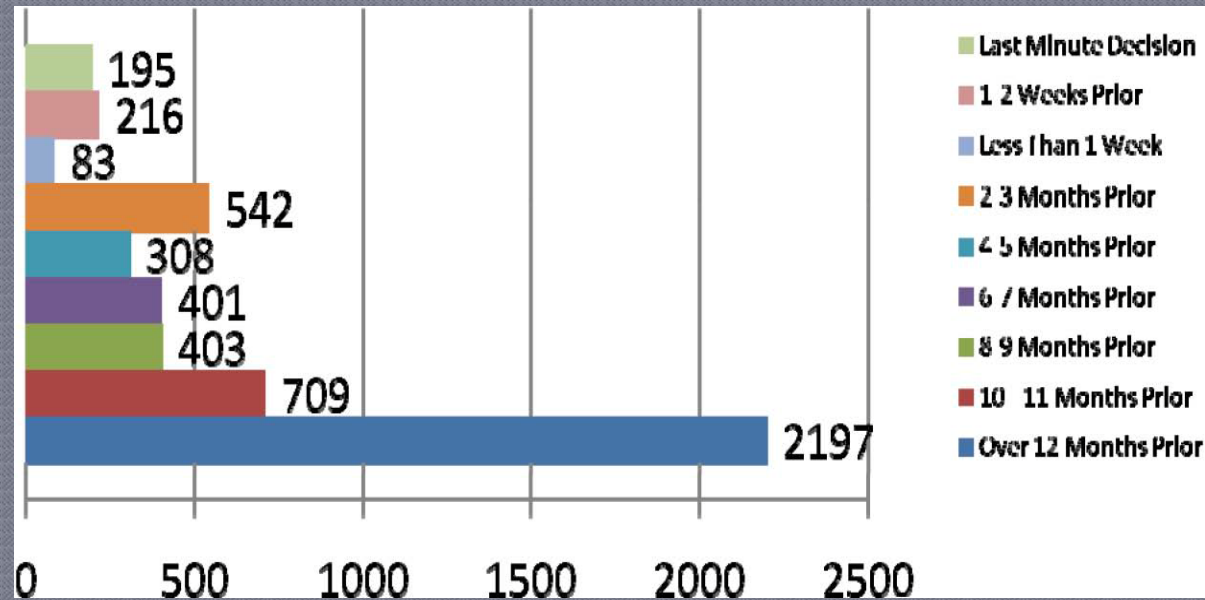


- 75% are Returning Visitors
- 40% have Visited 6 to 25+ Times! THAT'S LOYALTY!

# SMR Survey – Visitors Are Planners

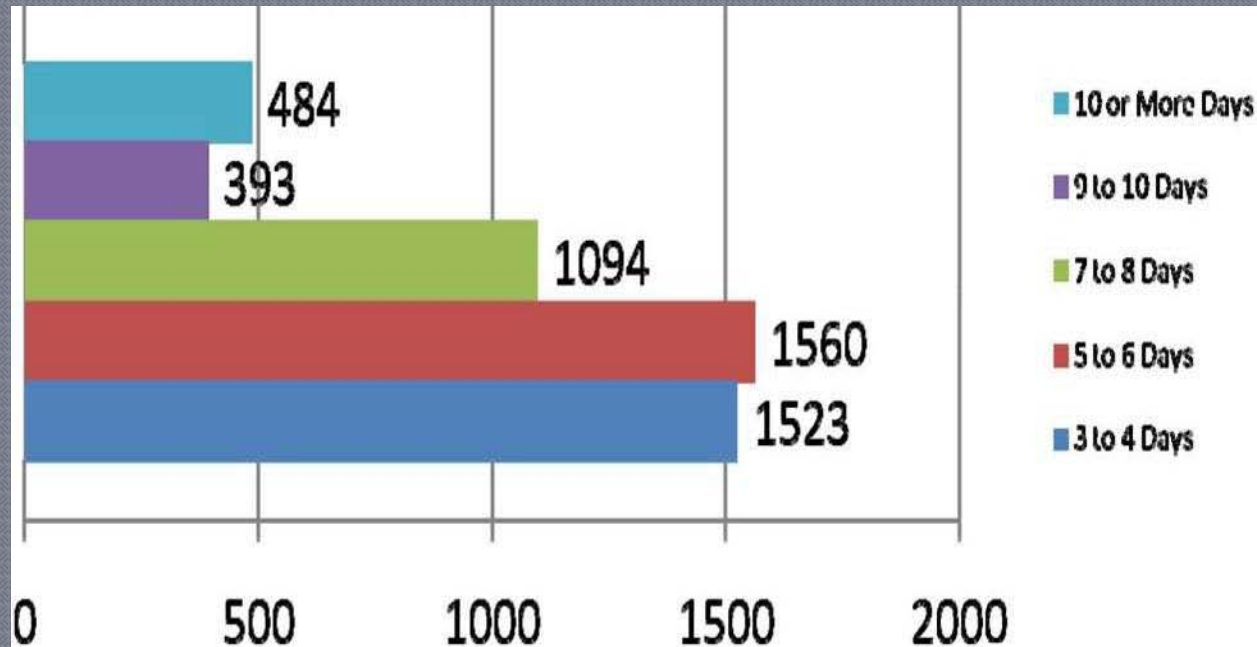


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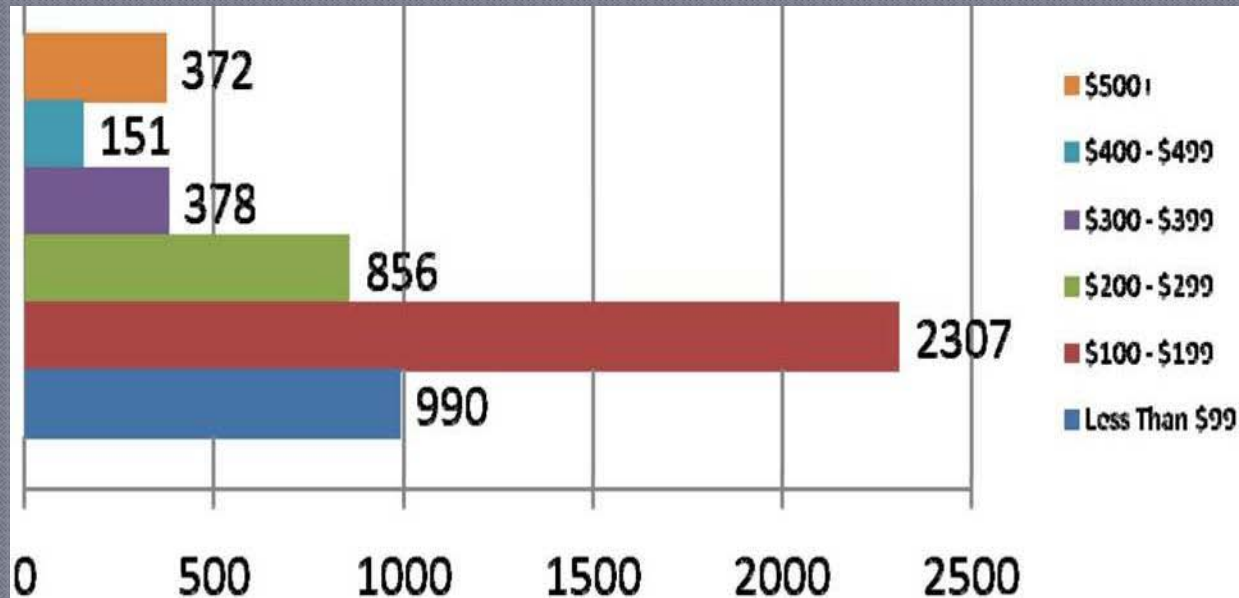
- 39% Plan 12 Months Prior
- 65% Plan 6 to 12 Months Prior

# SMR Survey – Length of Stay (Spending)



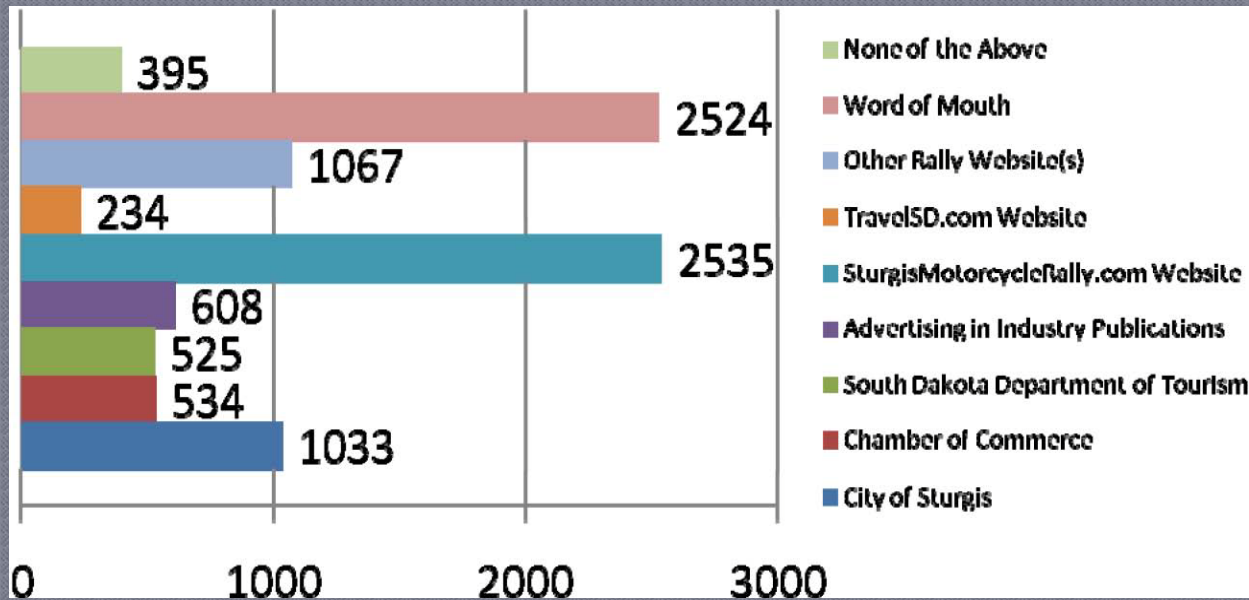
- 54% Stay 3-6 Days
- 62% Stay 5-10+ Days
- Average Weighted Stay is 7 Days

# SMR Survey – Spending Per Day



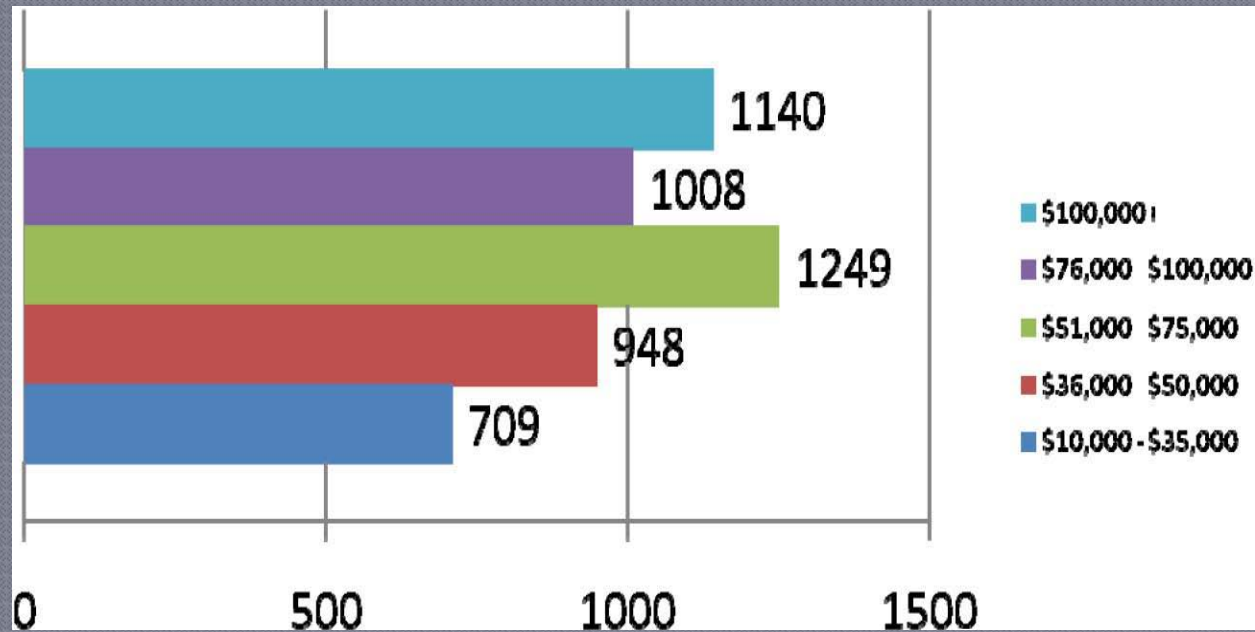
- 71% Spending +\$100 Each Day
- 31% Spending +200 Each Day
- Weighted Average Spending Each Day of \$250

# SMR Survey – Where Do They Get Information?



- 45% Go to the SMR Web site
- 63% Go to the SMR or City Web site
- 44% Word of mouth

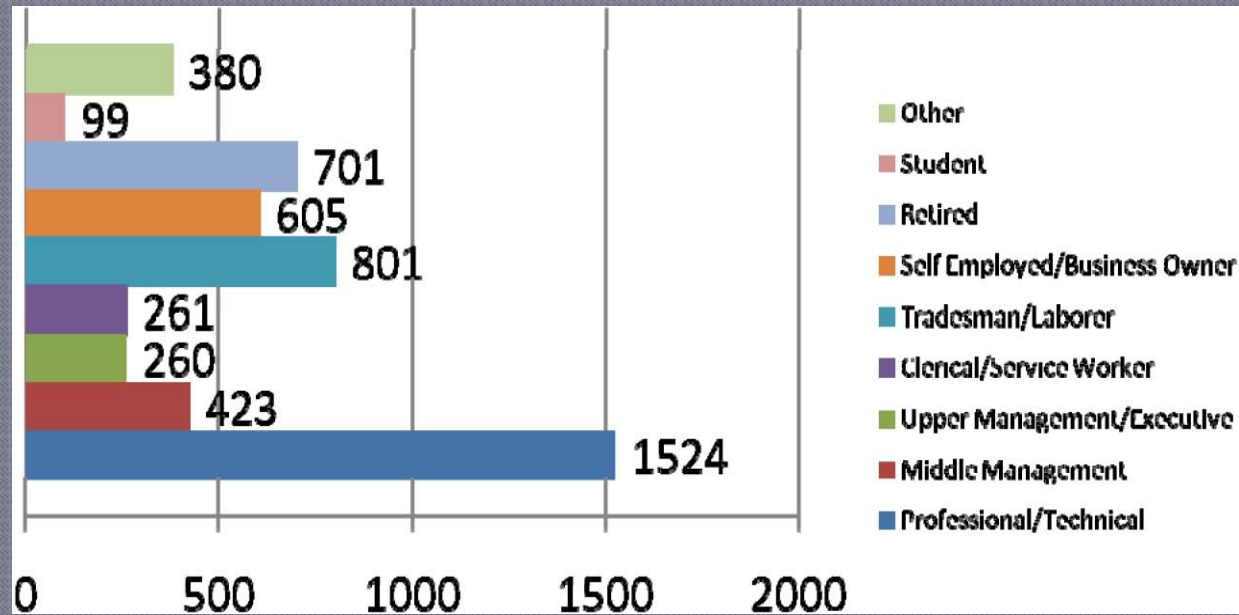
# SMR Survey – SHOW ME THE \$\$\$



- 60% Earn More than \$51,000 Annually
- 38% Earn more than \$76,000 Annually
- 1 out of 5 Earn More than \$100,000 Annually



# SMR Survey – What Do Visitors Do For a Living?

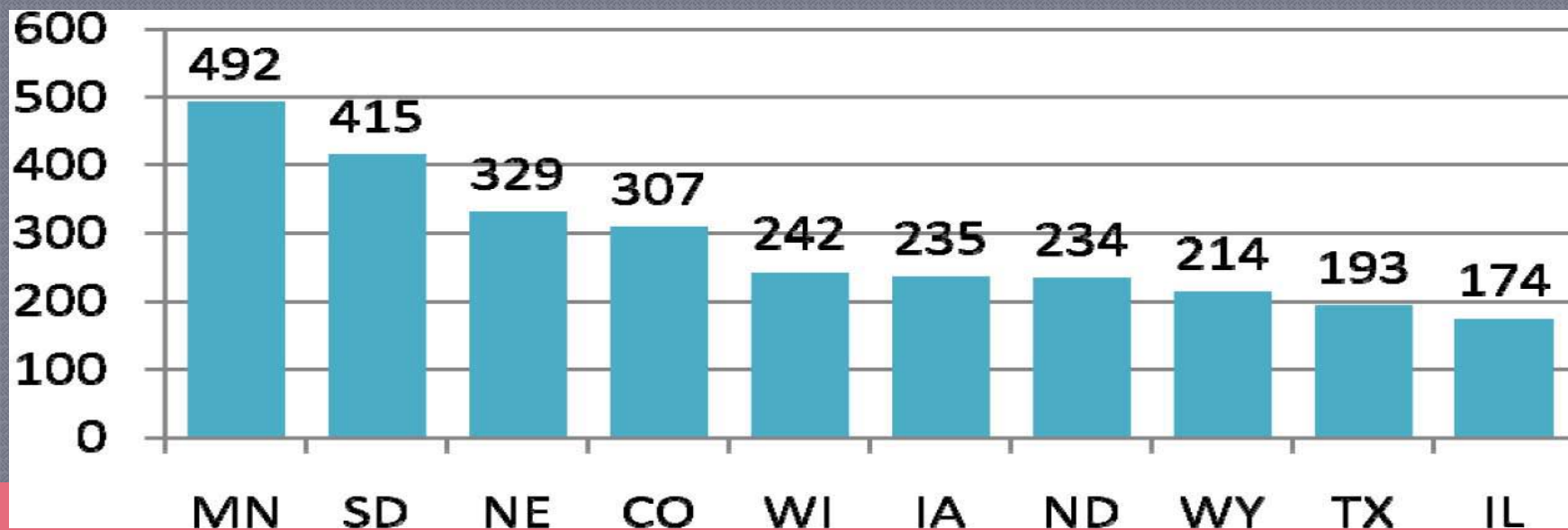
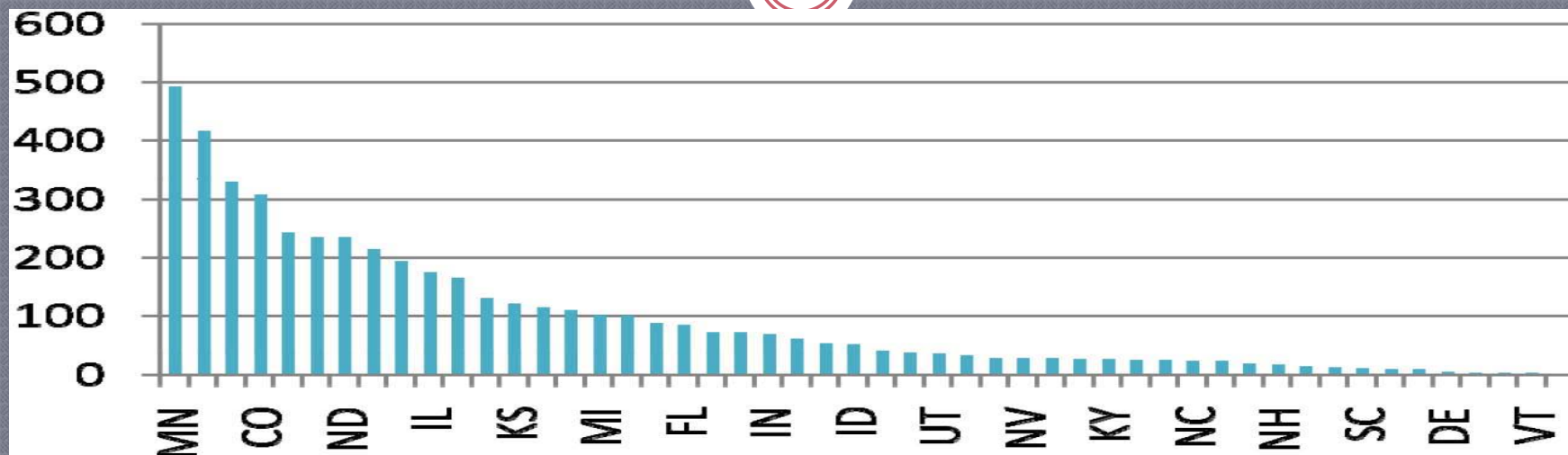


- 27% Professional / Technical
- Fairly Even Dispersion Among Job Classifications
- We Have All Types Attending the Rally

# SMR Survey – Where Do They Come From?



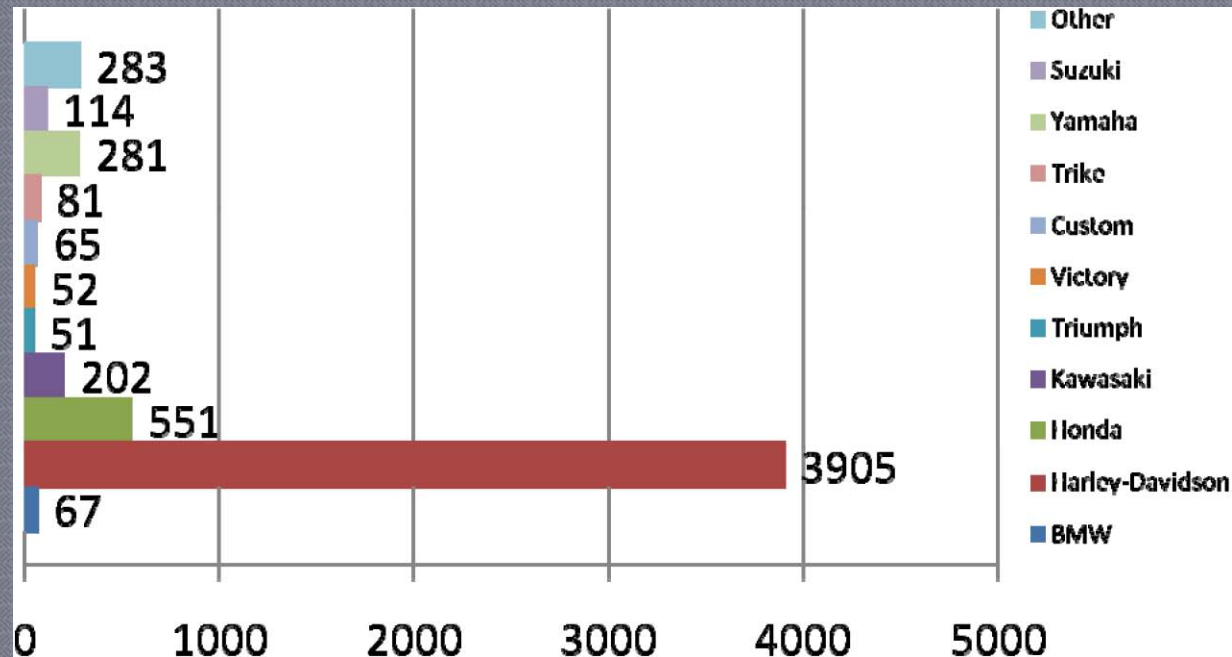
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# SMR Survey – What Do They Ride???



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- 69% Harley Davidson

# SMR Survey – What Does It Tell Us???



- What have we learned? Here's the math...
- 466,796 attending the Sturgis Motorcycle Rally...
- Staying an average of 7 days...
- Spending an average of \$250 per day...
- Which equals \$1,750 spent over 7 days...
- Means a total economic impact of...

- **\$816,893,000**

# Observations



- Rally attendance increase estimated at 5.6%
  - Formula needs revisited – a more accurate method needed
    - ✦ If Rushmore Count removed – attendance is 488,894 (+11%)
    - ✦ Traffic Counts – For Official Week - from Saturday August 7  
Traffic Counts were up 17.2% to 601,324 (498,317 or 13%+)
  - Strong performance despite economic uncertainty and motorcycle industry slump
- Visitors spending again
  - Sales Tax up 13%
  - Sales tax has gained every month in 2010 except June
- The bottom line: **Sturgis Motorcycle Rally is still the biggest and the best in the world!**



Big Thanks to our Staff!



OUR STAFF  
DOES A  
SUPERB JOB!  
WELL DONE!